



## **I'D NEVER WEAR A BUTTON...UNTIL NOW**

### **Klipsch "Bullshit" Button with Collector's Card**

This isn't some modern, edgy marketing attempt aimed at millennials. "No Bullshit" is a phrase passed down from the fiery and eccentric Paul W. Klipsch. PWK was so upset with the lies Klipsch competitors would throw out there that he took to sporting a bright yellow "Bullshit" button underneath his jacket lapel. Whenever someone dropped in a dubious claim he would reverse the lapel and point to the button.